

## Connell II, Jim

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**From:** ahoff@local12.com  
**Sent:** Tuesday, October 30, 2012 3:28 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Crossroads Grass Root Political - 44902

Station: WKRC-TV

Order Information:  
Order #: 44902  
Order Total: \$96,900.00  
Agency: Mentzer Media Services  
Advertiser: Crossroads Grass Root Political  
Product: CROSSROADS GPS  
Alternate Order #: 09776216  
Estimate #: 1000  
Flight Dates: 10/30/12 - 11/06/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (44902-9-1):  
Rate: \$5,000.00  
Air Date: Fri 11/02/12  
Eligible Days: -----F-----  
Inventory Code: Fri Reg 3  
Inventory Description: Fri Reg 3  
Inventory Code Time: 10:00 PM-11:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: No Avail

2x Sat 12-3:30P  
on 11/3 (UC w. secured)  
⑤ \$2500 each  
(P3)

**Connell II, Jim**

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**From:** dmcullah@wkrc.com  
**Sent:** Wednesday, October 31, 2012 12:54 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Crossroads Grass Root Political - 44902

Station: WKRC-TV

**Order Information:**

Order #: 44902  
Order Total: \$97,800.00  
Agency: Mentzer Media Services  
Advertiser: Crossroads Grass Root Political  
Product: CROSSROADS GPS  
Alternate Order #: 09776216  
Estimate #: 1000  
Flight Dates: 10/30/12 - 11/06/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (44902-1-3):**

Rate: \$500.00  
Air Date: Fri 11/02/12  
Eligible Days: -TWThF----  
Inventory Code: Let's Make a Deal  
Inventory Description: Let's Make a Deal  
Inventory Code Time: 3:00 PM-4:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: No Avail

X ~~Fr~~ 9-12A  
on 11/2 WKRC  
(Pa)

Crossroads GRP 44902 9776216

1x na 11/2 3-4p @ \$ 500.00 mg Friday 11/2 9-10a ncir DR

1x na 11/2 10-11p 1x @ \$ 5,000.00 mg Saturday 11/3 12-330p 2x @ \$2,500.00 each uc vs  
syracude

Lynda Williams  
Local 12/CIN CW  
National Sales Assistant  
p 513/763-5507  
f 513/763-5562  
[LWilliams@local12.com](mailto:LWilliams@local12.com)

## Williams, Lynda

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**From:** Bradley, Alexandra [Alexandra.Bradley@msmtvsales.com]

**Sent:** Wednesday, October 31, 2012 3:20 PM

**To:** Williams, Lynda

**Subject:** RE: Crossroads GRP mg

this was approved

*Alexandra Keller*

Senior Account Executive

Millennium Sales-DC

p. (202) 955-5342

f. (202) 955-5348

[alexandra.bradley@msmtvsales.com](mailto:alexandra.bradley@msmtvsales.com)

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**From:** Williams, Lynda [mailto:lwilliams@local12.com]

**Sent:** Wednesday, October 31, 2012 3:07 PM

**To:** Bradley, Alexandra

**Subject:** RE: Crossroads GRP mg

It is your line 9 fri 10-11p 11/2

Lynda Williams

Local 12/CIN CW

National Sales Assistant

p 513/763-5507

f 513/763-5562

[LWilliams@local12.com](mailto:LWilliams@local12.com)

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**From:** Bradley, Alexandra [mailto:Alexandra.Bradley@msmtvsales.com]

**Sent:** Wednesday, October 31, 2012 3:01 PM

**To:** Williams, Lynda

**Subject:** RE: Crossroads GRP mg

Did you mean the Good Wife on Sun 11/4 is NA at \$5000?

10/31/2012

Alexandra Keller  
Senior Account Executive  
Millennium Sales-DC  
p. (202) 955-5342  
f. (202) 955-5348  
[alexandra.bradley@msmtvsales.com](mailto:alexandra.bradley@msmtvsales.com)

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**From:** Williams, Lynda [mailto:[lwilliams@local12.com](mailto:lwilliams@local12.com)]  
**Sent:** Wednesday, October 31, 2012 2:48 PM  
**To:** Bradley, Alexandra  
**Cc:** Connell II, Jim  
**Subject:** Crossroads GRP mg

Crossroads GRP 44902 9776216

1x na 11/2 3-4p @ \$ 500.00 mg Friday 11/2 9-10a ncir DR

1x na 11/2 10-11p 1x @ \$ 5,000.00 mg Saturday 11/3 12-330p 2x @ \$2,500.00 each uc vs syracuse

Lynda Williams  
Local 12/CIN CW  
National Sales Assistant  
p 513/763-5507  
f 513/763-5562  
[LWilliams@local12.com](mailto:LWilliams@local12.com)

10/31/2012

# Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 44902												
Line: 1												
10/30/12	Tuesday	5:58:37 PM	:30	\$500.00	OHSNTV	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	1	MWASH
10/31/12	Wednesday	5:29:21 PM	:30	\$500.00	OHSNTV	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	2	MWASH
11/01/12	Thursday	5:28:36 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	4	MWASH
											3	
Line: 2												
10/30/12	Tuesday	4:27:18 PM	:30	\$850.00	OHSNTV	4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	CROSSROADS GPS	1000	P-2	1	MWASH
10/31/12	Wednesday	4:12:56 PM	:30	\$850.00	OHSNTV	4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	CROSSROADS GPS	1000	P-2	2	MWASH
11/01/12	Thursday	4:13:26 PM	:30	\$850.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	CROSSROADS GPS	1000	P-2	4	MWASH
11/02/12	Friday	4:19:41 PM	:30	\$850.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	CROSSROADS GPS	1000	P-2	3	MWASH
											4	
Line: 3												
10/30/12	Tuesday	5:38:46 PM	:30	\$1,100.00	OHSNTV	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	CROSSROADS GPS	1000	P-2	2	MWASH
10/31/12	Wednesday	5:49:48 PM	:30	\$1,100.00	OHSNTV	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	CROSSROADS GPS	1000	P-2	1	MWASH
11/01/12	Thursday	5:49:18 PM	:30	\$1,100.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	CROSSROADS GPS	1000	P-2	3	MWASH
11/02/12	Friday	5:34:21 PM	:30	\$1,100.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	CROSSROADS GPS	1000	P-2	4	MWASH
											4	
Line: 4												
10/30/12	Tuesday	6:23:27 PM	:30	\$1,200.00	OHSNTV	6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1000	P-2	2	MWASH
10/31/12	Wednesday	6:11:53 PM	:30	\$1,200.00	OHSNTV	6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1000	P-2	1	MWASH
											2	
Line: 5												
11/01/12	Thursday	7:22:29 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	3	MWASH
11/02/12	Friday	7:28:04 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	2	MWASH
11/02/12	Friday	7:03:56 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	4	MWASH
											3	
Line: 6												
10/30/12	Tuesday	12:31:18 XM	:30	\$650.00	OHSNTV	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	2	MWASH
10/31/12	Wednesday	12:24:00 XM	:30	\$650.00	OHSNTV	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	1	MWASH
11/01/12	Thursday	12:46:00 PM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	3	MWASH
11/02/12	Friday	12:23:30 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	4	MWASH
											4	
Line: 7												
10/30/12	Tuesday	12:12:05 PM	:30	\$2,400.00	OHSNTV	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	1	MWASH
10/31/12	Wednesday	12:18:59 PM	:30	\$2,400.00	OHSNTV	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	2	MWASH
11/01/12	Thursday	12:18:27 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	3	MWASH
11/02/12	Friday	12:05:29 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	5	MWASH
11/03/12	Saturday	12:33:30 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	4	MWASH
11/04/12	Sunday	12:11:06 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	6	MWASH
											6	

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 44902												
Line: 8												
10/30/12	Tuesday	3:31:00 PM	:30	\$6,500.00	OHSNTV	Tue Reg 1	8:00 PM-9:00 PM	CROSSROADS GPS	1000	P-2	1	MWASH
											1	
Line: 10												
11/03/12	Saturday		:30	\$1,200.00		Sat Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	1000	P-3	1	MWASH
											1	
Line: 11												
11/03/12	Saturday		:30	\$2,000.00		Sat Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1000	P-3	1	MWASH
											1	
Line: 12												
11/04/12	Sunday	5:58:46 AM	:30	\$1,800.00		Face the Nation	10:30 AM-11:00 AM	CROSSROADS GPS	1000	P-1	1	MWASH
											1	
Line: 13												
11/04/12	Sunday	5:58:56 PM	:30	\$35,000.00		Bengals vs Cleveland	(1:00:00 PM-4:00:00 PM)	CROSSROADS GPS	1000	P-2	1	MWASH
											1	
Line: 14												
11/04/12	Sunday	3:40:08 PM	:30	\$5,000.00		Sun Reg 3	(9:00:00 PM-10:00:00 PM)	CROSSROADS GPS	1000	P-3	1	MWASH
											1	
Line: 15												
11/05/12	Monday	3:28:36 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	1	MWASH
											1	
Line: 16												
11/05/12	Monday	1:27:51 PM	:30	\$850.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	CROSSROADS GPS	1000	P-2	1	MWASH
											1	
Line: 17												
11/05/12	Monday	5:56:51 PM	:30	\$1,100.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	CROSSROADS GPS	1000	P-2	1	MWASH
											1	
Line: 18												
11/05/12	Monday	3:20:32 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1000	P-2	1	MWASH
											1	
Line: 19												
11/05/12	Monday	7:22:29 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	1	MWASH
											1	
Line: 20												
11/05/12	Monday	11:46:00 PM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	1	MWASH
											1	
Line: 21												
11/05/12	Monday	11:18:34 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	1	MWASH

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Mentzer Media Services

Station: WKRC-TV

Order: 44902

Line: 21

				\$2,400.00							1	
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Line: 22

10/30/12	Tuesday	7:24:15 PM	:30	\$900.00	OHSNTV	M-F 7p-730p	7p-730p	CROSSROADS GPS	1000	P-3	1	MWASH
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				\$900.00							1	
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Line: 23

11/02/12	Friday		:30	\$500.00		M-F 9a-10a	9a-10a	CROSSROADS GPS	1000	P-2	1	MWASH
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				\$500.00							1	
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Line: 24

11/03/12	Saturday		:30	\$2,500.00		Big East Football	12p-330p	CROSSROADS GPS	1000	P-3	1	MWASH
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11/03/12	Saturday		:30	\$2,500.00		Big East Football	12p-330p	CROSSROADS GPS	1000	P-3	2	MWASH
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				\$5,000.00							2	
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				\$96,900.00							43	
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				\$96,900.00							43	
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				\$96,900.00							43	
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				\$96,900.00							43	
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				\$96,900.00							43	
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[Filtered by: ] [Sorted by: Station]